SYLVANIA NEWS

JUNE-JULY, 1948
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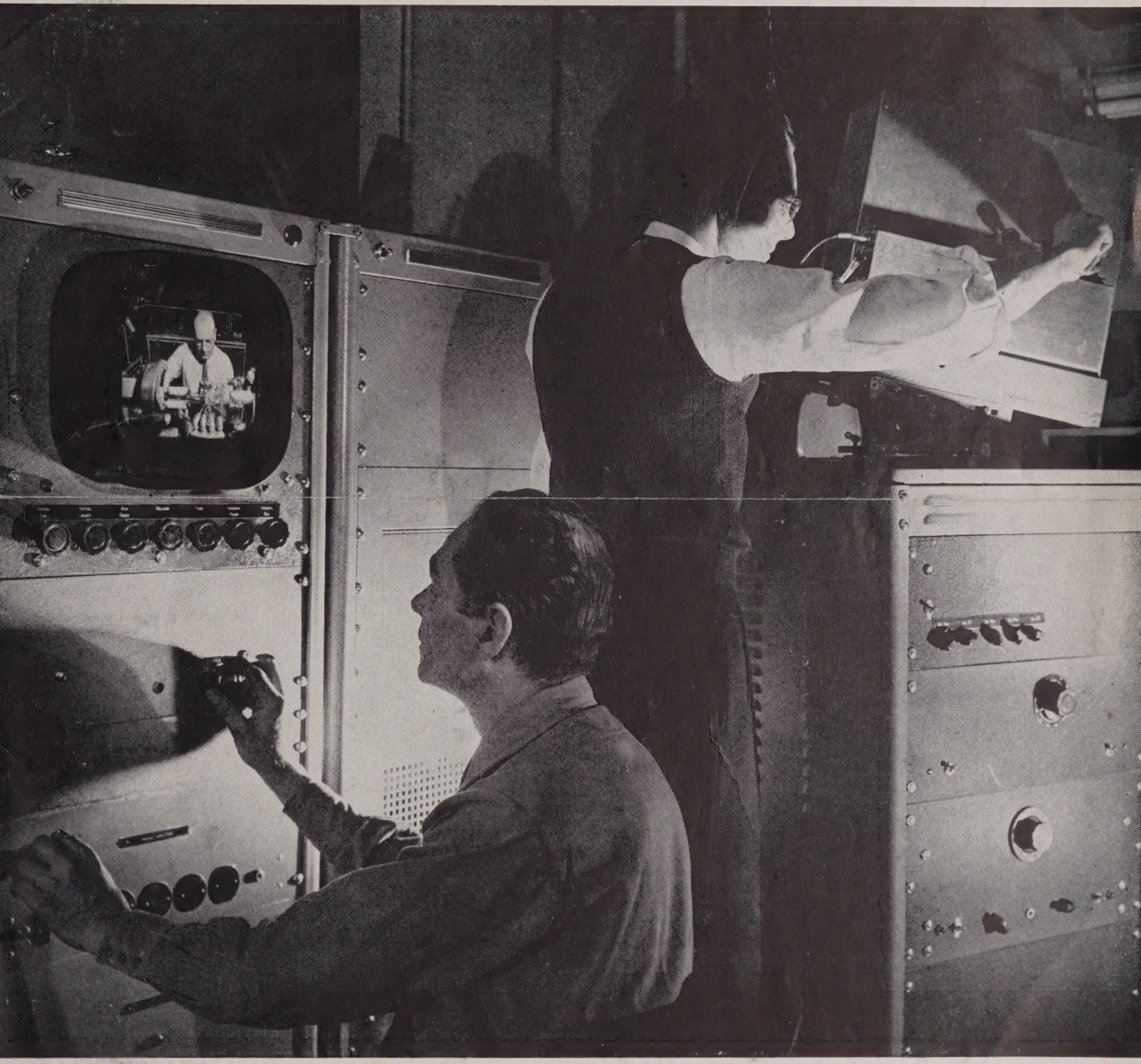
Sylvania Electric Products Inc.
EMPORIUM, PENNA. R. A. PENFIELD, *Editor* VOL. 15, NO. 6



In This Issue—MAKING TELEVISION PICTURE TUBES

BEGINNING NEXT ISSUE

NEW SERIES OF ARTICLES ON TELEVISION

NORMAL?

By KENNETH SLOAN, Editor
"PARTS PEDDLER"
RADIO PARTS OF ARIZONA

Are servicemen really doing a good selling job today? After many years of a seller's market the customer is finally getting the upper hand. It seems to be more difficult to get business. The result is that dealers are beginning to think that the business just isn't there. As we see it service dealers need to do one thing—learn how to sell in a competitive market—learn how to bring customers to their shop. By learning how to sell again we mean making use of every promotional dollar you can to help create new sales of service and products.

Hardly a day passes but what some dealer will tell us, 'Well, it's getting back to normal.' And by 'normal' he means it's stinky, lousy, poor! We have been trying to figure out just what 'normal' actually is. We have reached a point in our thinking where we are stopped by the idea that 'normal' for one person or one dealer is not normal for all. There are old, long-established stores that are not doing the business they did prior to, and during, the war. There are other new and old concerns which are doing a very good business and expanding. Neither condition can be called 'normal,' if you try to base business volume on any pre-war figure.

Overall retail sales in January, 1947, were up about 39% over '46 and about 50% up in '48. (Figures not exact.) It proves that money is being spent more than ever before. These are figures—$ figures—however and prices are 'UP' too—(had you heard?) This does show that our population has increased, and that more money is being spent here. If, as so many dealers claim, the radio business is BAD, it can only be attributed to the fact that radio dealers are not doing the selling job that other merchandisers are doing, or else people do not want radios and radio repairing. People are still listening to radio—many are buying new sets—and there are more radios being repaired now than ever before! There are also more dealers and repairmen in the country than ever before.

We were talking to an old-timer in the business just the other day. His business is poor. In the same town is another operator who is constantly growing and expanding. This operator is getting his business away from his competition.

Business is NOT BACK TO NORMAL! Too many dealers have forgotten how to sell. Some dealers have already learned how to sell again. The old-timer we were talking about said that they had lots of 'Lookers,' but they didn't buy. They were walking out. The 'old-timer's' good reputation and his years of advertising were getting his prospects—but he wasn't closing sales. He has forgotten how! His employees never knew how. The 'old-timer' should remember how it was done about 1930. A person who walked into a radio store to actually inquire about a new radio was a Godsend! Most prospects were the result of 'Cold-Turkey' foot work.

ON THE COVER

Sylvania engineers make tests of television tubes under actual operating conditions from transmitting and receiving equipment built in our own laboratories. Image orthicon camera is used to pick up action in laboratories at the Emporium plant. Control panel monitors pick-up. Through continued research Sylvania is able to offer manufacturers and servicemen many helpful suggestions in the field of television. Through constant research tube improvements are made. Better television in the future will be the result of the research. For information on cathode ray production see the Technical Section in this issue. This is the first in a series of articles on television theory.

KEN SLOAN

We wonder what the result would have been on some of the 'prospects who walked out' if a good salesman had talked to them for a few minutes—found out the type and color of set they preferred, and given them a GOOD demonstration of the radio and a good sales talk. It would take a couple of hours time—some night work—and it would be a gamble. The prospect might not buy—but he wouldn't have just 'walked out.' He might have bought some other radio—but it would have been a radio sale. It would have helped the industry to compete with other classes of merchandise. The selling effort would have kept him hot on the thought of radio. If he didn't buy a new set, he might have been sold on a complete overhaul of his old one. The radio business will not be back to normal until the time when 'prospects' are tracked down and then given the free opportunity to pick the radio of their choice from three or four sets demonstrated in pleasant surroundings. The radio repair business will not be back to normal until the prospect is given a very reasonable estimate of repairs in his own home.

We do not believe that the business will be back to normal until lack of sales forces us to do a SELLING JOB to compete with each other and with other merchandise.

EDITOR'S NOTE: Perhaps many servicemen feel that business is bad. With so much talk about money matters these days, we feel that an evaluation of your business is in order. A thorough investigation of sales and sales promotion material should reveal your shortcomings. When you have the answer, then do something about it. Business comes to you only when you encourage it.

SYLVANIA NEWS
MERCHANDISING SECTION

JUNE - JULY, 1948

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VOL. 15, NO. 6

Shop Before You Set Up Shop

Shop location is a very important matter in radio service. The amount of business you get is greatly dependent on the accessibility of your service facilities to your customers. In addition, a service shop should be in a location which will encourage the trade of new customers as well as old. The most prosperous businesses attribute their success to location.

Choosing a location which will be the best merchandiser for you is a difficult problem. Consideration must be given to such problems as population, type of people, income bracket of the inhabitants, buying habits of the residents, property values and number of competitors which you will have.

Remember These Points When Choosing a Location for Your Shop

1. Population of the area.
2. Income bracket of the residents.
3. Residents buying habits.
4. Property values.
5. Number of competitors.
6. Location in trading area.

The population of a particular district in which you are interested directly determines the amount of business you can expect to do. If there are several other service shops in the neighborhood, you can only expect to do a portion of the volume of business. The more shops, the less your chances for survival, unless you can offer special talents. You should not consider a particular location unless you can be sure of doing business with at least 1000 families. More would be advisable since this is the barest minimum of people who can support this type of business.

When you consider a location, your chances are better when you select a neighborhood which has a large percentage of upper income residents. This class of people are those who buy the most at more frequent intervals. Even when times are more difficult this class of people retain a high volume of buying.

In many districts, most of the buying is done outside the local shopping center, especially on high cost items such as radios. Even though there are stores in the locality, these are used mainly for last minute items instead of regular purchases. Your selection of a neighborhood should therefore be limited to those areas in which the volume shopping is done. This can easily be determined by talking to other store owners and a selected group of local residents.

Property values must come in for consideration in shop location for obvious economic reasons. If the rents are high, you will naturally have to do a larger volume of business to show a profit at the end of the year. If property values are low, the community should be thoroughly investigated before you locate. In any case, your yearly expenditure of rent should not exceed 5% of your gross income. In most cases 3% should be sufficient. The smaller rent you pay, because of location, the more you will have to advertise in other ways. A top location on a well traveled street is considered good advertising in itself, although you will still be required to spend money on some form of advertising.

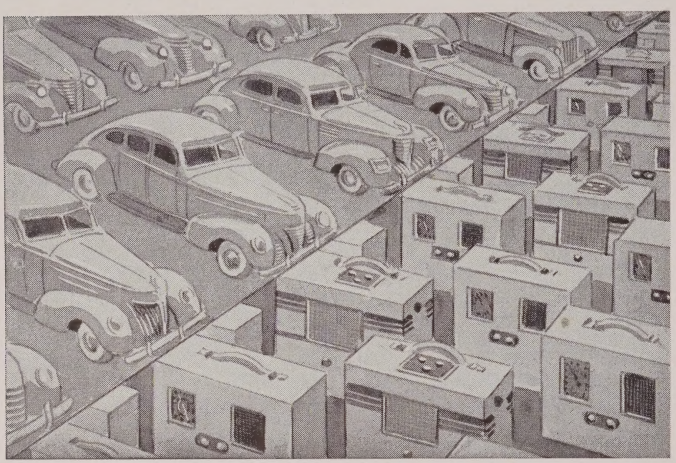
One of the chief concerns in selecting a location for a service shop is the number of competitors you will have. Too many will offer too much competition and you will threaten the success of your business. You should, however, have at least one competitor in a community which is large enough. Most people like to shop around even for service, and they are reluctant to do business with a single shop. In many cases there will be no shopping around, but the psychological effect of competition on people will be of help to you in getting them to select you—if you sell your service to them through advertising.

Once you have selected the area in which you intend to locate, consideration must be given to the location within that area. Well traveled streets are always the best places to establish a shop. A spot close to the main district is best because the rent is in most cases a little cheaper and your service is convenient for people on other shopping missions.

Your best location is a key street on the edge of a main shopping center. The location should be on the street which is traveled most by the people going into this area. One edge is most likely more traveled than any other and, here again, consideration should be given to the class of people using the entrance. The higher class of people will bring you more business because they are more willing to spend money on your service.

In this type of location you can make excellent use of your windows to advertise your service. The more appeal they have the more money people will spend in your shop.

Profitable Summer Market



Summer time is vacation time. Vacation time means travel—travel by automobile. Good servicemen will not overlook the fertile field of auto radio service this summer. Now, more than ever, the radio plays when the owners are out in their cars—and more cars than ever have radios.

Some servicemen shy away from auto radio service but they are passing up a profitable business. In a survey made recently by Sylvania researchers it was found that 84% of all new cars made in 1947 had radios as original equipment. Total automobile sets manufactured in 1947 was 3,029,637. If people want cars with radios, they want those radios to play. Result? More radio service business for you.

Auto radio service business is somewhat more difficult to dig out than home radio service but a few simple suggestions will help you get more of this business. One of the best ways to get more of this business is to make use of your friends who operate gasoline stations. Most attendants sell their own service with a friendly "Check your oil and water?" Very seldom does anyone refuse them, so they naturally sell more oil.

For a small consideration, or perhaps if you are on friendly enough terms, no consideration, you can have the attendant ask "How is your radio playing these days?" The customer is sure to react to a question like this. It may mean the sale of a tube or two, or perhaps a very profitable service job.

By working with an automobile service station, car owners will react favorably to your business. If they know that they can tie-in auto radio service with their regular car service, they will feel more kindly to the service station. It will help that station do more business. Most people like "one stop" service in their cars.

If your shop facilities are limited you might also be able to use some of the station facilities for removing and installation of the automobile sets. This is another feature which will appeal to set owners.

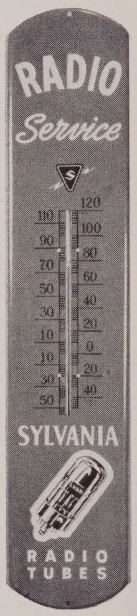
The main point in establishing yourself in this type of business is to get your name before the public. If you can work out an arrangement with a gasoline service station, you will be opening the door to a very profitable form of business for yourself. The advertising you will get from the station attendants will be a valuable chunk of public relations for you.

Auto radio service is good business. It is profitable business which can help you increase your profits. Some servicemen specialize in this type of work. It is a type of service business which will help you get more business in other lines if you do a good merchandising job.

How Hot Is It?

You can't beat the weather as a topic of conversation. When it's hot, you talk about how hot it is. When it's cold, you still talk about the weather. Something is always happening with the weather.

Sylvania now has a promotional item which will make your shop a topic of conversation when the weather comes up. This big new thermometer is designed to do a selling job for you. Made of sturdy steel, it promotes your service business. The green lacquer finish



on this thermometer makes it an all-weather fixture for the outside of your shop. The black lettering is easy to read. Size of the thermometer is 38¾ inches high by 8¼ inches wide.

You'll want this giant thermometer on your shop. From the freezing North to the steaming hot South, you can be sure that you'll get the right temperature reading. It shows temperatures from 50 degrees below zero to 120 degrees above. The price delivered to you is $2.95. Order this thermometer today from your Sylvania distributor or from the Advertising Dept., Sylvania Electric Products Inc., Emporium, Pa.

SYLVANIA NEWS
TECHNICAL SECTION

JUNE - JULY, 1948 Copyright 1948 Sylvania Electric Products Inc. EMPORIUM, PENNA. A. V. BALDWIN *Technical Editor* VOL. 15, NO. 6

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Binders With Complete File of Technical Section Vol. 1 $1.00 Vol. 2 $1.00 Vol. 3 $1.00

MAKING SYLVANIA TELEVISION PICTURE TUBES

The recently accelerated demand for television sets has made it necessary to work the Sylvania Cathode Ray Tube Plant at maximum capacity, but in anticipation of still greater demand a new building is being constructed which will increase the output of Sylvania television tubes several times.

From time to time we have described various processes in the manufacture of receiving tubes, but many of the steps in making television picture tubes are entirely different and more interesting. These are explained here by J. H. Loughlin, Senior Engineer in our Cathode Ray Tube Plant.

FIGURE 1. A general view of the screen settling department.

After the bulbs are inspected for flaws and chemically cleaned they receive the "phosphor" coating. The quality of the picture you see depends so much on the purity and uniformity of the fluorescent screen that extreme care is taken with all steps of this process. Figure 1 shows the apparatus used for measuring out the exact quantities of the chemicals required and several racks of bulbs in process of settling can be seen in the background. The screen is applied by allowing the active material to settle out of a liquid suspension onto the tube face. It is important that the bulbs not be disturbed in this process or a uniform coating will not be obtained. The screen material for P1 screens used for scopes is Willemite and for

(*Continued on page T-22*)

FIGURE 2. After settling the liquid is poured off slowly by this machine.

FIGURE 3. The bulbs are baked in a long oven to remove moisture.

FIGURE 4. A step in assembling an electrostatic type gun.

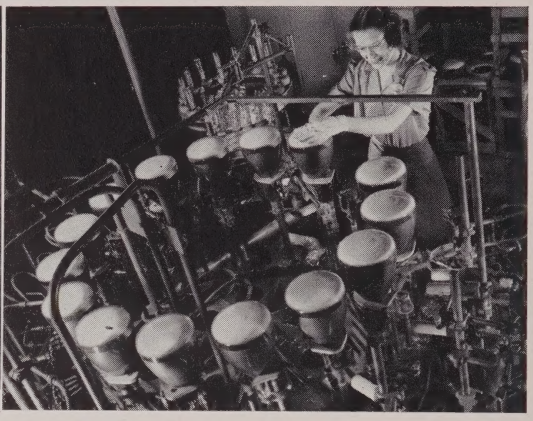


FIGURE 5. The mount is sealed into the bulb in this machine.

the P4 television screens may contain a complex mixture of zinc and cadmium sulphides. The settling time required is about one hour, after which the supernatant (spent) liquid is poured off as shown in Figure 2. In the foreground of Figure 1 some of the bulbs are shown drying while an operator is inspecting the coating by means of lights placed underneath. Following this the graphite conductive coating is brushed on the inside of the bulb and the moisture is baked out by passing slowly through an oven 85 feet long. Figure 3 shows the bulbs being inspected as they come out of the oven; note that each bulb face is protected by a glass cloth pad to prevent its being scratched.

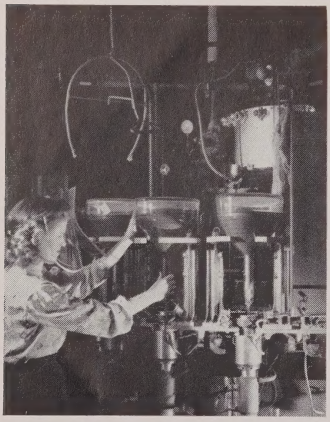


FIGURE 6. Loading a tube on the exhaust machine. The bulb on the right is just about to enter the oven.

Mounting

In order to obtain a beam which may be focused to a sharp point, all the parts of the electron gun are held in position by the jigs used in the mounting process. In order to prevent the parts of the gun from becoming even slightly magnetized and thus affecting the path of the beam, non-magnetic stainless steel parts are used. Figure 4 shows a typical welding operation after all the parts have been located and the ceramic rods threaded through their supporting clamps. In the picture an electrostatic type gun assembly is being welded to the stem leads. The parts used are somewhat like the usual radio tube plates and grids except that they are shaped differently in order to produce a narrow beam of electrons which can be deflected as it passes between the end pairs of plates.

Sealing and Exhaust

The sealing operation is shown in Figure 5 where a number of 7″ tubes are shown on the 16 position machine. The sealing operation melts the glass at the neck of the bulb and fuses it to the softened edge of the glass disc which forms part of the stem. From here the tube goes to the very large exhaust machine shown in Figure 6 where the glass parts are heated in an oven while the air is pumped out. After most of the air has been pumped out, the gas occluded in the metal parts is driven off by heating the metal with induction heaters. The emission coating on the cathode is also formed on the exhaust machine as the combined heat from the filament and the inductively heated metal parts breaks down the carbonates used in the cathode coating to the oxides required for a good emitter. After all possible gas has been driven off and pumped out the tube is tipped off. Note the horseshoe-shaped sling suspended from the ceiling required to take the weight of the tube during the tipping-off process.

Unlike smaller tubes, the getter is flashed after exhaust, and each tube is fitted with a base, aged and tested.

Testing

Every tube is given a complete test for mechanical defects, gas, screen brightness, electrical characteristics, and is operated with a test

(*Continued on page T-24*)

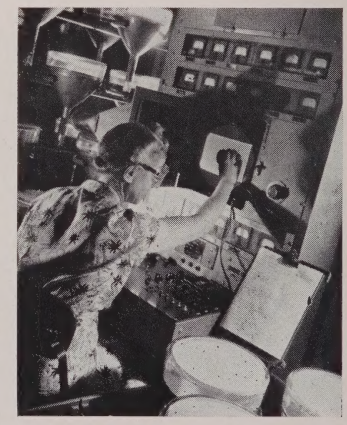


FIGURE 7. Final testing includes measuring the light output as shown here.

DON'T GET STUCK ON SURPLUS TUBES

We get frequent requests for information on the use of tubes now being offered as war surplus.

The purchase of surplus equipment is of course a gamble; so to help our readers avoid buying merchandise which might later prove useless to them we are listing here a few points to look for when such "deals" present themselves.

Cathode Ray Tubes

A glance through the current surplus listings show the following types available which have been arranged by focusing and deflection methods.

Electrostatic Focusing and Deflection	Electromagnetic Focusing and Deflection	Mixed
2AP1	3HP7	7CP1
3AP1	5FP4	7DP4
3BP1	7BP7	9JP1
3CP1	12DP7	
(radial deflection)		
3DP1		
(radial deflection)		
3FP1		
3GP1		
3JP1		
5AP1		
5BP1		
5CP1		
5GP1		
5HP1		
5JP1		
5NP1		
7EP1		
12GP7		
902		
(2" diam. P1 screen)		
908		
(3" diam. P5 screen)		

The characteristics of the various phosphors used on the screen are as follows:

Phosphor	Color	Persistence	Used For
P1	Green	Medium	Scopes
P2	Blue-Green	Long	Spec. Scopes
P3	Yellow-Green	Medium	Scopes
P4	White	Medium	Television
P5	Blue	Very Short	Spec. Scopes
P6	White	Medium	Television
P7	Blue / Yellow	Medium / Long	Radar
P11	Blue	Very Short	Spec. Scopes
P12	Orange	Long	Radar

In selecting a type for use in a scope, only Electrostatic types should be selected and the phosphor may be any of those listed except P7 and P12. Those listed as special, however, may have too long or too short a persistence for most uses. Those listed as having radial deflection have an electrode in the center of the screen and were provided with a special scale useful only for polar diagrams.

When picking a type for experimental television, either electrostatic or electromagnetic types may be used, but be sure the type you buy is at least approximately correct for the circuit you wish to use. The electrostatic types will work in circuits similar to those used for Types 7GP4, 7JP4, or 10HP4. The electromagnetic types will require a circuit more or less similar to that used for Type 10BP4. We doubt if anyone would be satisfied with any color screen except white for this service, but P1 and P3 will give a satisfactory picture if the color is not objectionable

Other Tubes

Most of the other surplus tubes are described well enough in the ads that the purchaser should be able to determine the suitability of the type for his purpose.

Klystrons and Magnetrons, of course, are good only at the frequency for which they are designed. TR tubes such as 1B24 etc. are apparently not useful in amateur transmitters since they will dissipate only the small amount of average power supplied by a radar pulse.

Other surplus equipment such as meters, signal generators, etc. are generally described well enough for you to make an intelligent selection.

CORRECTION

The battery electroflash circuit diagram on page T-15 of the April SYLVANIA NEWS contains a drafting error with regard to polarity of the plug connecting the gun assembly to the power supply.

This can be corrected by reversing the two contacts of the leads from the gun assembly, (in the upper right hand corner of the diagram) so that each arrow head makes contact with the one now diagonally across from it.

SQUARE WAVE GENERATOR

For rapid checking of the response characteristics of audio amplifiers, square wave testing gives a continuous indication which shows immediately any changes resulting from repairs or adjustments to the circuit under test. Figure 1 shows a simple but efficient circuit for generating square waves from a sine wave source.

Square waves are made up of a large number of odd harmonics, and when passed through any amplifier will show its general response characteristic. The output of the amplifier is connected to the vertical plates of an oscilloscope.

(Continued on page T-24)

TABLE OF VALUES

PART	VALUE	RATING
R1, R2	500 K Ohms	½ Watt
R3, R4	50 K Ohms	1 Watt
R5, R6	8 K Ohms	½ Watt
C1, C4	0.1 μf	400 V
C2	40 μf	450 V.
C3	20 μf	450 V.

SQUARE WAVE GENERATOR

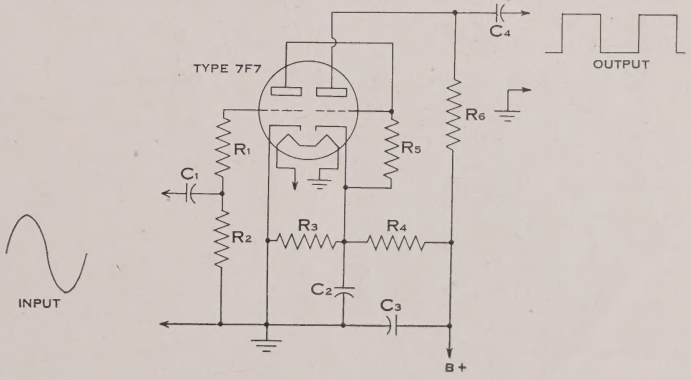
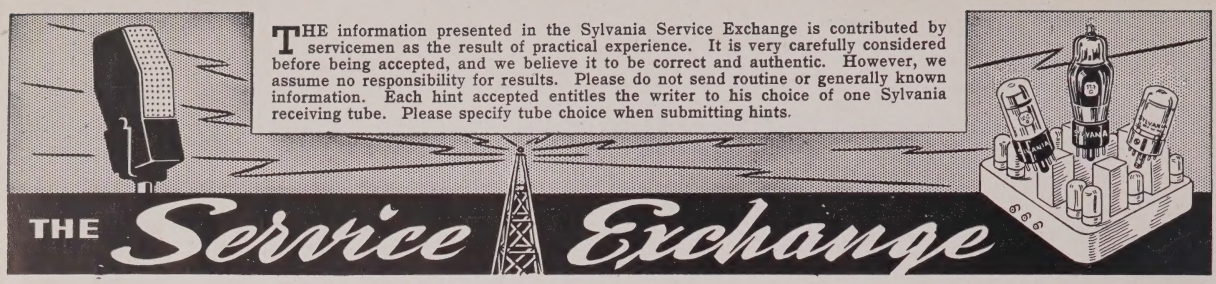


FIGURE 1



THE information presented in the Sylvania Service Exchange is contributed by servicemen as the result of practical experience. It is very carefully considered before being accepted, and we believe it to be correct and authentic. However, we assume no responsibility for results. Please do not send routine or generally known information. Each hint accepted entitles the writer to his choice of one Sylvania receiving tube. Please specify tube choice when submitting hints.

Distortion Due to Incorrect Load on Output Tube: If the output transformer or tube type has been changed in a radio, bad distortion may result, as output pentodes are critical for load resistance. When a 50L6 is used in place of a 35L6, for example, the load should be decreased.

An easy way to correct this is to place a resistor across the primary of the output transformer. The value will have to be determined by ear since very few laboratories are equipped to determine the exact value.

If the load resistance is already too small a very small resistor can be added in series with the voice coil. Half an ohm here would make a large percentage change as, for example, it is 9% of the voice coil impedance in a 6 ohm speaker.—R. W. Short, Lock Haven, Pa.

* * *

Silvertone 6050 Chassis No. 132 825-2: Noisy operation of this set may be caused by the pointer scraping against the scale. This shorts out the 2.2 meg resistor in the AVC circuit. There seems to be another set having the same number as this set, but this tube complement is 12SA7, 12SK7, 14R7, 35L6 and 35Z5.—Billy Tucker, St. Simons Island, Georgia.

Dewald A-514 Burned Resistor: If this set has a burned out 1500 ohm 1 watt resistor or it smokes when the power is turned on, before taking time out to check filter condensers, which would be first thought, check the socket connections of type 12BE6, as several recently brought to us all with this trouble proved to be caused by a run of solder shorts between # 6 and 7 pins. As this tube is at the extreme opposite end of the chassis to the rectifier it will save some time to check this point first. Naturally, replace the burned resistor.—O. J. Kunkle, Philadelphia, Pa.

* * *

Special Wrench for Drive Shaft Set Screws: Some sets, especially Philco's, use a special screw on the dial cord drive wheel for which no wrench is available, and in many cases they are so placed that they cannot be reached by pliers. A special wrench for these can be made by sawing a ¼" deep slot in the end of a ¼" steel rod. Use a hacksaw with two blades and widen the resulting slot with a thin file to about ⅛" to fit the end of the set screws. A hole in the other end for a T handle or a nut brazed on to fit a socket wrench will complete this useful tool.—Albert Brindley, Jr., Philadelphia, Pa.

Ford Zenith and Philco Vibrator Failures: Vibrator failures in 99% of the 1947 Ford Zenith and Philco radios are due to the same wire being broken. I have repaired piles of these by the replacement of this one wire with a piece of test lead wire that is a half inch longer than the original wire. The original was too short and in every one of these vibrators I have checked so far the same wire was at fault. I realize that some servicemen might take exception to this on the grounds that they would rather sell a new vibrator than to repair one, but I think that so long as the vibrator points are in perfect condition and so long as this operation involves no adjusting of the points and only takes five minutes for the job, that it is proper and right to save the customer the cost of a new vibrator. —Donald Slattery, Chadron, Nebraska.

SQUARE WAVE GENERATOR *(Cont'd)*

Square waves generated from about a 60 cycle signal, if passed through an amplifier having poor low frequency response, will look somewhat like Figure 2. Note the change in the **following** edge of the square wave. To check high audio frequency response, a square wave generated from a sine wave of about 600 cycles is necessary. If the amplifier has poor high frequency response, the wave form of the output will look somewhat like Figure 3. Note the change in the **leading** edge of the square wave.

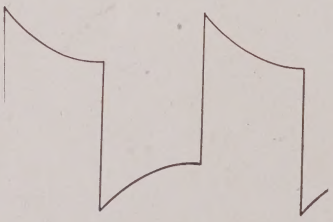


FIGURE 2

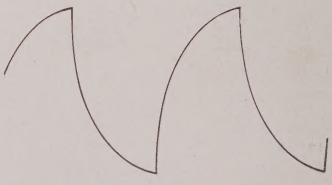


FIGURE 3

CATHODE RAY TUBES *Con't*

pattern to be sure there are no dark areas with a picture of the correct size on the screen. Figure 7 shows the test operator reading the light intensity on a meter. Tested tubes are stored in lots of which representative samples are given additional tests, followed by a life test which must be satisfactory before that lot is released for shipment.

Now Appearing

So that service dealers may better coordinate their local advertising with Sylvania's national ads which appear monthly in **Life, Colliers, Saturday Evening Post** and **Radio Best,** we will publish in each issue of SYLVANIA NEWS the date on which these magazines will appear on the news stands. Look for the ads, point them out to your customers. They will help sell your service business—put more money in your pocket.

RADIO SERVICE
"It won't stop whistling!"
Stray whistles in your radio rob you of listening pleasure. Banish those sounds now. Call the radio man displaying the Sylvania emblem. He can make your radio perform as it did the day it left the factory. You'll hear programs so clearly, you'll think you've got a new set. How does he do it? It's skill, for one thing. Sylvania testing equipment and Sylvania radio tubes, for another. This top combination adds up to finest repairs at fairest cost. So, take your radio to the sign of dependable service.
RADIO SERVICE
SIGN OF DEPENDABLE RADIO SERVICE
Product of Sylvania Electric Products Inc.
SYLVANIA RADIO TUBES

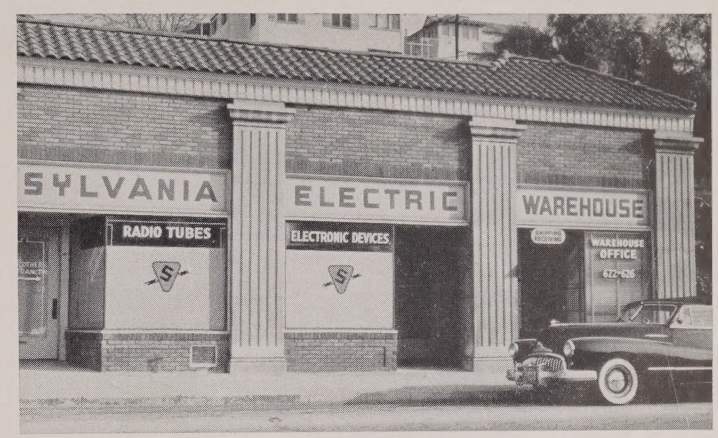
Above is the Sylvania ad which is appearing during June. Look for it in LIFE on June 25.

Mail the government postal cards provided in your advertising kit near the date the ads appear. You'll get better results from the co-ordinated program.

"I've had no peace since it started whistling!"
Does your radio sound like it's calling Rover? Unwanted noises cut in on listening pleasure, should be cut out—but fast! Who'll do the job? The service dealer displaying the Sylvania sign. The man's an expert! In no time he can make your old radio sing bright as new. Let him tackle it with his Sylvania testing equipment. Have him replace worn tubes with high quality Sylvania tubes. Get your radio fixed at the sign of dependable service. The work is good, prices fair.
RADIO SERVICE
SIGN OF DEPENDABLE RADIO SERVICE
Product of Sylvania Electric Products Inc.
SYLVANIA RADIO TUBES

The ad pictured above will appear in RADIO BEST on July 1, SATURDAY EVENING POST, July 7 and COLLIER'S on July 23. Remember these dates when you mail the postal cards for July.

Designed For Better Service



Sylvania's Los Angeles warehouse serves distributors in seven states in the far west. Complete stock of Sylvania tubes and test equipment is always available for quick delivery.

In order to provide better service on delivery of Sylvania products to distributors and dealer-servicemen, four warehouses in as many cities handle distribution in scattered points of the country. First warehouse to be established by Sylvania was in Los Angeles, Calif. Through this warehouse it has been possible to eliminate delays caused by transportation of merchandise from the factory 3,000 miles away. By depending on the warehouse for his stock the distributor can be assured of quick delivery on orders of an unusual nature. The time saving results in savings of dollars for all concerned.

The four employees of the Los Angeles warehouse are personnel experienced in the problems of handling Sylvania products in a changing market. With the demands for Sylvania tubes constantly changing, it is a valuable asset to have a well stocked source of supply near at hand to help meet any unusual demands.

National Ad Schedule

Here is the complete schedule of Sylvania's national advertising for the remaining months this year. The dates shown are the dates on which the magazine will appear on the news stands.

Radio Best	July 1
Sat. Eve. Post	July 7
Collier's	July 23
Radio Best	Aug. 1
Collier's	Aug. 13
Life	Aug. 27
Radio Best	Sept. 1
Sat. Eve. Post	Sept. 8
Life	Sept. 24
Radio Best	Oct. 1
Sat. Eve. Post	Oct. 6
Collier's	Oct. 22
Radio Best	Nov. 1
Collier's	Nov. 12
Life	Nov. 26
Radio Best	Dec. 1
Sat. Eve. Post	Dec. 1
Life	Dec. 17

These magazines will have a combined circulation of over 84,000,000 this year.

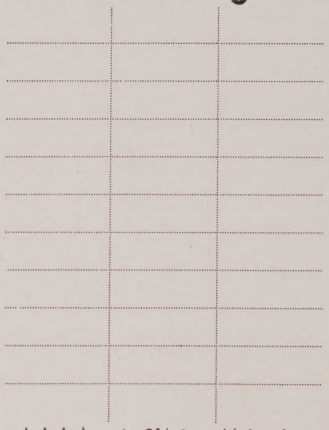
Staff includes Harold Fontaine, warehouse foreman; W. G. Patterson, manager of distributor sales, California Division; Dave Verrell, assistant warehouseman; Grace Farmer in charge of office (not in picture).

IDEA DEPARTMENT

For Faster Postal Mailing

Most servicemen find it a very grueling task to address postal cards for mailing. We don't blame them, and to make the job easier we've been looking around for some system which will do the work and reduce your time and effort. Of course, the best way to do it would be by addressograph, but this is more expensive than most servicemen can afford. The efficient, as well as economical way to do it, was shown to us by **Mr. H. B. Senesac**, service dealer in **Chicago, Ill.**

For mailing his postal cards, Mr. Senesac uses gummed labels. These are available in sheets of 33 labels. Addresses are typed on the labels and three carbons are made on similar sheets. The result is that four labels to each prospect are addressed at one time. Of course, if you do not own a typewriter, you could also write with indelible pencil. The result would not be as effective as the typewritten sheets, but would serve the purpose.



Label sheet in 8½ in. x 11 in. size

These labels are available from most stationery stores at a moderate cost. You will be well repayed in time savings if you use them when mailing your postal cards.

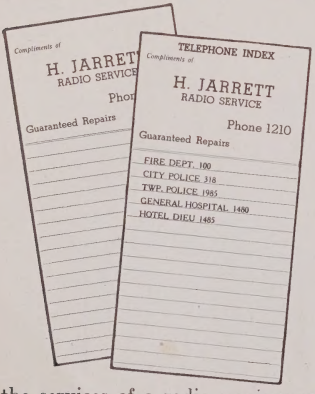
Dust Cloth Sales

Doing a job on a set which can be seen by the customer is always a good way to win a customer's confidence. **Al's Sales & Service, Schenectady, N. Y.** has a neat little trick which inspires customer confidence. They write us, "When a customer brings in a set to have the tubes checked, invariably the chassis and cabinet will reveal a wealth of dust. We have a dustcloth handy and immediately go about dusting before checking the tubes. To avoid embarassment to the customer, especially women, we hastily add, 'Too bad you can't get into the set every week to give it a housecleaning without fear of shock or damage to your radio'.

"To all radios brought in for repair we do a thorough housecleaning and also clean dial window with carbon tetrachloride and polish the cabinet too. Finally our label is cemented to the finished product for future repeat business and recommendation."

Making Use Of Mr. Bell's Invention

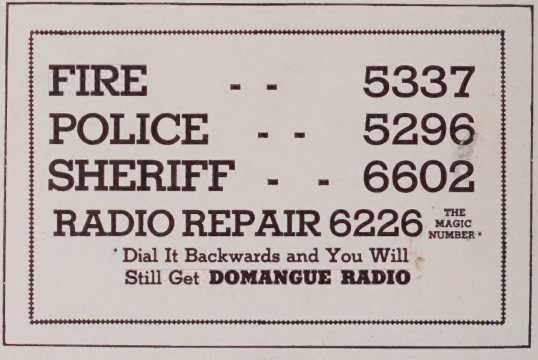
Using the telephone to its best advantage is a good way to promote more business. The convenience of the telephone for most people is a decided advantage when securing



the services of a radio serviceman. If your phone number is a byword of the public, you can be sure that you will get more radio service business.

Here are two ideas which servicemen have used to promote their phone number. **H. Jarrett, Cornwall, Ont.** has printed the forms pictured below. These are passed out over the counter and to his service customers. They could also be used as a handy mailing piece. Part of the cards which Mr. Jarrett uses have the important telephone numbers of the community printed on them. These are for his local customers. The others are for customers in surrounding communities. Of course, the use of his own phone number on the handy cards keeps his name beside the phone at all times.

Domangue Radio, Houma, La. has used a bigger card for distribution to public places and also for home use. They plug the use of their "magic number," a good point which will help people remember. Mr. Domangue reports that they received about "$500 worth of good will from a small expenditure of $15.00 for the cards"—a good return in any man's language.


FIRE - - 5337
POLICE - - 5296
SHERIFF - - 6602
RADIO REPAIR 6226
THE MAGIC NUMBER
Dial It Backwards and You Will
Still Get DOMANGUE RADIO

SREPCO Sponsors Video School

Interest in television is running high. In every city and town where there is a hint of television in the near future, servicemen are getting together for the purpose of study and practical instruction in this new type of broadcasting.

Rated high among the schools we have heard about so far is one which is being sponsored by Standard Radio & Electronic Products Co. a Sylvania distributor in Dayton, Ohio. To date four schools have been held—three in Dayton and one in Springfield. The most unusual feature of the schools is that, as yet, neither of these cities have a television station in operation. Nearest broadcaster is Cincinnati, 50 miles away.

Reception from Cincinnati has been good in Dayton, especially since WLWT has increased its power, and a few sets are appearing in the Dayton area. SREPCO discovered on the appearance of the video receivers that service personnel in the area were not familiar with TV problems so they set out to do something about it. Services of a competent engineer who had been a radio serviceman were secured. The man, Louis Sander, knew the story on the practical side of television through his service work and through designing and building his own receivers.

The course offered by SREPCO includes a minimum of theory and a lot of practical knowledge. Proof of the value of the program undertaken is shown in the attendance which they have had at their meetings. The original plan was to have 60 service dealers, but the popularity of the course has made it necessary to run four different classes. To date the total enrollment of the schools is 259 men.

The people at SREPCO are pleased with the interest shown by the servicemen. "It is exc[illegible] to see the interest with which [illegible]ese men approach their new problem and we are positive we will be well equipped to install and maintain television receivers . . ." says Rube Ruble, head of the program.

Dealers in the Dayton-Springfield area who have not yet taken advantage of this television school and would like additional information on future classes should contact H. E. Ruble at SREPCO in Dayton.

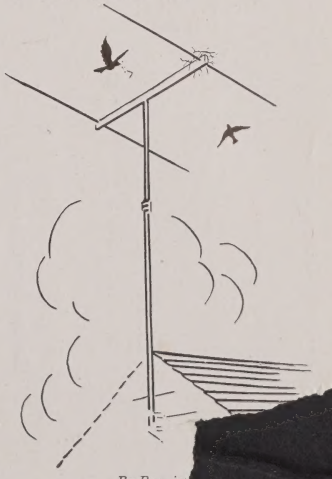
SREPCO television school attracts many servicemen. Four separate classes [illegible]ave now been held to help familiarize servicemen with problems of video. Standing at ill[illegible]ation board is Louis Sandor, instructor. Standing at right is H. E. Ruble, Standard Radio.

Wins Promotion

JOHN HAUSER

Appointment of John H. Hauser as assistant manager of distributor tube sales has been announced by H. H. Rainier, manager of distributor tube sales. In his new capacity John will continue to make his headquarters in Emporium, but will make frequent trips into the field to assist distributors and dealers.

John Hauser has been associated with Sylvania for seven years during which time he has worked mainly in the sales department. He has been actively associated with the problems of customer service and will continue to devote much of his time to continued better service for our customers.



By Permiss[illegible]
Copyright 1948 The New Y[illegible]

ARSNY Has New Service

The Associated Radio Servicemen of New York have announced that they have completed arrangements with radio station WNEW to present spot announcements at frequent intervals in the interest of the organization.

These spot announcements will inform the public of the services provided by ARSNY. They will tell listeners how they may avail themselves to the services of the organization and what they can do in the case of discrepancies in the service work. The announcements plug the decal used by members of the group as the mark of reliable radio service.

The New York service organization has been active only seven months but they have gained much respect in the New York area. The group meets regularly and have presented a list of rewarding speakers at their meetings. With emphasis mainly on television, the group have been doing a good job of self education. One recent meeting was attended by over 1000 servicemen from the area. The results of such a meeting speak well for the good job being done by ARSNY for the service industry in New York. Membership in the organization now exceeds 400.

FACTS & FIGURES . . .

VIDEO AT A GLANCE

FCC records show that there were 28 video stations on the air as of June 11, 1948. In addition, 101 construction permits have been issued and 269 applications for station construction are pending before the Commission.

The RMA reported that TV set shipments by member-companies during the first quarter of 1948 amounted to 106,136 receivers. This brings total distribution since Jan. 1, 1947 to 268,317. Twenty-seven states and the District of Columbia have now received varying amounts of TV sets although some shipments have been to few areas where there is no regular television broadcast service.

Joins Old Timers

H. H. Rainier, manager of distributor tube sales for Sylvania became a member of the radio industry's "Old Timers Club" at the Chicago Radio Parts and Electronic Equipment Show last month. Membership in the Old Timers Club is limited to those people who have been associated with the industry for more than 20 years.

Photo courtesy Radio News

Pat Juden pins a Sylvania Flower on Harold Rainier during the radio "Old Timers" party at the Chicago Parts and Electronic Equipment Show.

During his entire service in the radio business, Harold Rainier has been associated with radio tube sales. Harold Rainier joined Sylvania eight years ago after holding down a sales manager's job with a competitive company for many years.

H. G. "Bob" Kronenwetter, manager of advertising production and W. G. "Pat" Patterson, manager, California division, were also inducted into the "Old Timers Club" at the Parts Show in Chicago.

SYLVANIA NEWS
SYLVANIA ELECTRIC PRODUCTS INC.
P. O. BOX 431
EMPORIUM, PENNA.
RETURN POSTAGE GUARANTEED
Sec. 562, P. L. & R.
U. S. POSTAGE
P A I D
Emporium, Pa.
Permit No. 1
For:
Wahoo Appliance
Wahoo, Ne
POSTMASTER: If addressee has moved, notify sender of Form 3547, postage for which is guaranteed. When Form 3547 is sent abandon this mailing. Return only if no correct address is available.
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Published By
SYLVANIA ELECTRIC PRODUCTS INC.
Manufacturer of Sylvania Radio Tubes and Electronic Devices, Sylvania Incandescent Lamp Bulbs, Fluorescent Lamps and Equipment

If your p... of the public, ... you will get ... business.

In This Issue

NEWS
NORMAL?
MERCHANDISING
SHOP BEFORE YOU SET UP SHOP
TECHNICAL
MAKING SYLVANIA TELEVISION PICTURE TUBES